

SMALL BUSINESS WEBSITES



30 QUESTIONS TO ENSURE A SUCCESSFUL WEBSITE

MOTIVATION FOR THE WEBSITE

1. What does your business do?
2. Who are your competitors?
3. Why do you want to have a new website?
4. What will happen if you don't have a new website?
5. What do you like about the current website?
6. What don't you like about the current website?
7. What is the main purpose or goal of your website?
(Lead generation, sales, education, etc.)

TARGET MARKET

8. Who is your target market, customer profile?
9. What do you want visitors to do once they are at the website?

WEBSITE FUNCTIONALITY

10. Do you want to sell online? If so when and what?
11. Does the website need a "members only" section
12. Do you plan to post audio and or video on the site?
13. Will visitors to be able to comment on the website?
14. Do you need to publish an events calendar on the website?
15. Do you have lots of photo's you want to organise and display?

STATISTICS AND INSIGHTS

16. Do you (plan to) use any tools to track what is happening on your website such as Google Analytics?
17. If you were using a search engine, what words or phrases would you use to find your site?

18. Which pages do you think would be (are) the most visited?

MARKETING

19. Do you currently collect visitor information and use it for other marketing?
20. Do you do any email marketing currently?
21. Do you have any social media profiles? What are they?

INFRASTRUCTURE

22. Where is the website hosted?

BUDGET AND INVESTMENT

23. What is your budget?
24. How will you measure the return on your website investment?

BUSINESS STRATEGY AND SUPPORT

25. Do you have a list of company identity material including fonts, colours and the like, also known as a style guide?
26. Is there a clear business strategy to support your website?
27. What staff will be involved? Are they familiar with WordPress?
28. Who will generate written content on your organisation?

DECISION MAKING & DEADLINES

29. What is the deadline for completing the website?
30. Who are the decision makers on this project? What is the turnaround time for making a decision? Who has the final say before the site goes live?